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I2M 76U. S. Department of Agriculture
Extension Service,MONTHLY REPORT OF SIGNIFICANT ACTIVITIES
of the
DIVISION OF EXTENSION INFORMATION
FOR July 1945

Principal operations of the Division which concern public information about various phases of the extension program, materials developed for extension field use, and some of the service and information activities for the States and counties.

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*This section does not include activities in these media which support specific programs.

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I. ANTI-INFLATION

II. COTTON

Completed

- (1) Director's Weekly Letter, July 7, re:
(a) Follow-up meeting on cotton conferences.

In preparation

- (1) Leaflet, 7 Steps for Extra Cotton Profits.
- (2) Facts about cotton, largely economic, to backdrop cotton educational program.
- (3) Cooperation with BAE in joint flyer, Cotton After the War, for extension agents and leaders.
- (4) Plan for coordinated information support of extra cotton profits program.

III. 8-POINT DAIRY PROGRAM

Completed

- (1) Attended meeting of Dairy Industry Committee, at which the 8 points for 1946 program were reviewed and revised.
- (2) Gathered material issued by State extension services in support of 1945 program for use of Office of Information in preparing exhibit for meeting of Dairy Industry Committee. (July 17.)
- (3) Attended conference of representatives of Office of Information and Dairy Industry Committee to consider advisability of holding regional meetings. It was decided such meetings should be held, and approval is to be requested of the Secretary.

IV. FARM LABOR

Completed

- (1) Prepared farm labor portion of Extension annual report.
- (2) Conferred with Office of Labor representatives on Extension cooperation in producing and distributing farm labor camp sanitary and health posters.
- (3) Editors' Weekly Letter, July 10, re:
(a) Crop Corps plugs rank high in listener interest.
(b) How things get around (Louisiana farm labor story).
- (4) Editors' Weekly Letter, July 17, re:
(a) Crop Corps cartoon.
- (5) Editors' Weekly Letter, July 24, re:
(a) Tear sheets on farm labor advertising.

- (6) Extension Service Review--Featured in On the Docket for July.
- (7) Pictures and background material on labor program sent to Country Gentleman.
- (8) Furnished pictures and background material to Pathfinder.
- (9) VFV pictures sent to Calling All Girls.

In preparation

- (1) Youth Lends a Hand (8-page VFV folder), prepared in co-operation with VFV Division.

V. FARM SAFETY

Completed

- (1) Conferred with USDA Safety Council and offered suggestions on preparation of farm safety posters.
- (2) Editors' Weekly Letter, July 10, re:
 - (a) New USDA slidefilm on safety.
- (3) Picture on cover page of July Extension Service Review and item on new safety leaflet in Once-Over.
- (4) Distributed President's proclamation for National Farm Safety Week, and farm safety poster to extension workers.

VI. FARM SUPPLIES AND TRANSPORTATION

VII. FAT SALVAGE

Completed

- (1) Furnished Office of Supply with Indiana Extension Service article on progress of fat salvage, together with pictures illustrating article.
- (2) Director's Weekly Letter, July 7, re:
 - (a) Rural salvage--fat collections continue to rise.
- (3) Item in Once-Over, last page of July Extension Service Review.

VIII. FIRE PREVENTION

IX. FOOD PRODUCTION

Completed

- (1) Director's Weekly Letter, July 14, re:
 - (a) Precautions under way on corn.

- (2) Director's Weekly Letter, July 21, re:
 - (a) Third Inter-American Conference on Agriculture.
 - (b) Travel situation voids National Outlook Conference.
- (3) Editors' Weekly Letter, July 3, re:
 - (a) What about the food situation, anyway?
- (4) Editors' Weekly Letter, July 31, re:
 - (a) Peaches move.
- (5) Harvest the waste acres. July Extension Service Review.

In Preparation

- (1) Slidefilm, Food Crops From Wasted Areas, being prepared in cooperation with SCS.

X. 4-H CLUB WORK

Completed

- (1) Editors' Weekly Letter, July 3, re:
 - (a) New 4-H pics in the mill.
- (2) Editors' Weekly Letter, July 17, re:
 - (a) Youth on Parade citation of Michigan 4-H Club.
- (3) Editors' Weekly Letter, July 24, re:
 - (a) John Strohm's 4-H Club Week broadcast duplicated.
- (4) Picture-taking trip to Washington County, Md., accompanied by Beth Cummings of Farm Journal who got material for story.
- (5) Item on Arkansas and Colorado 4-H Clubs, July Extension Service Review.

In preparation

- (1) Information program to support 4-H postwar program.
- (2) Series of Kodachrome slides on 4-H leadership taken in Washington County, Md., in cooperation with Milo Downey, 4-H Club leader.

XI. GOOD NEIGHBOR RELATIONS

- (1) Feature in Extension Service Review, July, by two Chinese students.

XII. HOME DEMONSTRATION WORK

Completed

- (1) Prepared article in cooperation with Mary Rokahr on work simplification for Successful Farming.

- (2) Attended meeting called by Office of Information to discuss plans to help housewives meet problems of food shortages.
- (3) Director's Weekly Letter, July 21, re:
 - (a) Newfoundland wants home demonstration agents.
- (4) Worker with Mademoiselle magazine on describing work of home demonstration agent and locating satisfactory county for its representative to visit.
- (5) Feature on Vermont discussion groups in July Extension Service Review.
- (6) Feature on work of Mrs. Maggie Barry, Texas, in July Review.

XIII. HOME FOOD PRESERVATION

Completed

- (1) Grocery-store canning consultants, July Extension Service Review.
- (2) Featured in On the Docket, July Review.

In Preparation

- (1) Slidefilm No. 663, Home-grown Food: Production--Preservation.
- (2) Revision of Slidefilm No. 661, Canning Vegetables, in cooperation with HNHE.

XIV. LOCAL LEADERS

Completed

- (1) Prepared section on volunteer leaders for annual report.
- (2) Division member attended regular meeting on volunteer leaders and acted as recording secretary.
- (3) Featured in Alabama Reaches Cross Section of Farm Families July Extension Service Review.

XV. NEGRO EXTENSION WORK

XVI. NUTRITION AND HEALTH

XVII. OLDER YOUTH

Completed

- (1) Division staff member acted as recording secretary of committee meeting on rural youth.
- (2) Director's Weekly Letter, July 28, re:
 - (a) A challenge to leaders of youth.

- (3) Deferred Youth Form Young Farmer Clubs, feature in July Extension Service Review.

XVIII. POSTWAR PLANNING

Completed

- (1) Director's Weekly Letter, July 7, re:
 - (a) Chicago IGCA-USDA postwar planning meeting.
- (2) Director's Weekly Letter July 21, re:
 - (a) Noble Clark stresses teamwork for postwar job.
- (3) Item on New York kits of material assembled by the Department of Rural Sociology at Cornell. July Extension Service Review.

In Preparation

- (1) Extension information program to support postwar planning.

XIX. PUBLICATIONS

Completed

- (1) Editors' Weekly Letter, July 3, re:
 - (a) New England editors develop share-bill publications plan.
 - (b) This Month in Rural Alabama.
 - (c) Reader-interest study of Review begun.
- (2) Prepared case report on Alabama Extension Service periodical, This Month in Rural Alabama, for information of extension editors.
- (3) Editors' Weekly Letter, July 10, re:
 - (a) Almanac study to begin this month. (Louisiana' Farmers' Almanac.)
 - (b) Director Burch tries out workshop idea.
 - (c) Research Achievement Sheets.
- (4) Editors' Weekly Letter, July 24, re:
 - (a) Postscripts on publications workshop.
- (5) Editors' Weekly Letter, July 31, re:
 - (a) South Dakota's Mexican handbook.
 - (b) U.P. eyes readability.
- (6) Arranged for distribution of the following publications to State extension services:
 - (a) Seven Questions To Ask When You Buy or Sell Shelled Corn for Trade.
 - (b) Careers in Forestry.
 - (c) Sagebrush to Grass.
 - (d) Farm Buildings From Home-Grown Timber in the South.
 - (e) Chemicals To Kill Weeds and Diseases in Tobacco Beds.
 - (f) Description of and Key to American Potato Varieties.

- (g) Compilation of the Regulations on Farm Slaughtering.
 - (h) Fact Sheet Community Food Pools.
 - (i) Nutritive Properties of Pork Protein and Its Supplemented Values for Bread Protein.
- (7) Prepared seven letters to State publication distribution officers announcing new publications, revision of old ones, and enclosing forms for ordering publications in advance.
 - (8) During the month 1,366 requests for publications were received from State and county extension workers, and in response 365,837 publications were supplied. 106,850 sheets of material were duplicated during month.
 - (9) The Editorial Unit edited 128 jobs consisting of 598 pages.

In Preparation

- (1) The Agricultural College Extension Editor, a composite view of his objectives, functions, relationships, and responsibilities.
- (2) Plans for follow-up action with the States on the publications workshop.

XX. RADIO (GENERAL)*

Completed

- (1) Director's Weekly Letter, July 21, re:
 - (a) Clear-channel hearings coming up.
- (2) Editors' Weekly Letter, July 10, re:
 - (a) Agricultural allocations in "Hasten the Day" broadcasts.
 - (b) Radio school requested by Federal Extension staff.
- (3) Editors' Weekly Letter, July 17, re:
 - (a) USDA transcriptions.
- (4) Editors' Weekly Letter, July 24, re:
 - (a) Western office of Radio Service reports.
 - (b) Clear-channel hearings.
- (5) Editors' Weekly Letter, July 31, re:
 - (a) USDA transcriptions.

In preparation

- (1) Revision of radio handbook for extension workers.

*This section does not include activities which support specific programs.

XX. RADIO (GENERAL)*
(Cont'd.)

Completed

- (1) Director's Weekly Letter, July 21, re:
(a) Clear-channel hearings coming up.
- (2) Editors' Weekly Letter, July 10, re:
(a) Agricultural Allocations in "Hasten the Day" broadcasts.
(b) Radio school requested by Federal Extension staff.
- (3) Editors' Weekly Letter, July 17, re:
(a) USDA transcriptions.
- (4) Editors' Weekly Letter, July 24, re:
(a) Western office of Radio Service reports.
(b) Clear-channel hearings.
- (5) Editors' Weekly Letter, July 31, re:
(a) USDA transcriptions.

In preparation

- (1) Revision of radio handbook for extension workers.

XXI. RATIONING AND PRICE CONTROL

XXII. REHABILITATION OF WAR-TORN COUNTRIES

In preparation

- (1) Proceedings of the conference on agricultural rehabilitation of war-torn countries.

XXIII. VETERANS

Completed

- (1) Prepared story on veterans' advisory service released to Army-Navy publications.
- (2) Editors' Weekly Letter, July 3, re:
(a) Noted--Article by Lloyd Geil in July Farm Journal, entitled "Fix It Men."
- (3) Editors' Weekly Letter, July 31, re:
(a) Services of county agent explained to servicemen and veterans.
- (4) Cooperation with Army-Navy Screen, Long Island, N. Y., in supplying local stories on how veterans were aided in farming by extension workers, for incorporation in motion picture being produced to orient soldiers on the good and bad features of farming.

XXIII. VETERANS
(cont'd)

In Preparation

- (1) Information program for extension cooperation in support of veterans on the land.
- (2) Revision of fact sheet about State extension activities in support of veterans' aid program.

XXIV. VICTORY GARDENS

Completed

- (1) Visual progress report of victory gardens and home food preservation based on State extension service cooperative information program in support of this project, for presentation to the Secretary of Agriculture
- (2) Director's Weekly Letter, July 14, re:
(a) Food banks urged by Paul Stark.
- (3) Director's Weekly Letter, July 21, re:
(a) Extension scrapbook to Secretary (item 1 above).
- (4) Editors' Weekly Letter, July 24, re:
(a) Photograph--Secretary given Directors' report (item 1 above).
- (5) Featured in On the Docket for July Extension Service Review.

XXV. VISUAL AIDS (General)*

Completed

- (1) Attended meeting of photographic sales committee for the purpose of establishing prices on certain photographic materials and services.
- (2) Prepared 15 Spots To Animate Your Letters for use of State and county extension workers.
- (3) USDA slidefilm catalog for 1945.
- (4) Editors' Weekly Letter, July 3, re:
(a) Cartoon spots--mostly comic--for those circular letters.
- (5) Editors' Weekly Letter, July 24, re:
(a) New York's visual aids set up.
- (6) Editors' Weekly Letter, July 31, re:
(a) USDA slidefilm catalog revised.

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XXV. VISUAL AIDS (General
(Con'd)

In Preparation

- (1) Perfection of plans for distribution of USDA movies through the Extension Service for rural use.
- (2) Extension program for production of window displays.
- (3) Pictorial exhibit for extension staff.
- (4) Handbook on visual aids (illustrated).
- (5) Coordination of distribution of publications with showing of Department motion pictures.
- (6) Organizing a County for Extension Work, Claiborne County, Tenn., motion picture. Completing and distributing motion picture filmed by County Agent C. W. Davis.
- (7) Filmstrip series presenting in a simplified manner points on:
 - (a) Preparing effective circular letters.
 - (b) Hints on home-made posters.
 - (c) Hints on radio presentation.
 - (d) News-writing hints for volunteer reporters.
 - (e) Ideas on visual presentation (all types of visual aids).
 - (f) Home-made charts and graphs to interpret talks.
 - (g) How information and visual aids can strengthen your program.
- (8) Slidefilm presenting in a simplified manner hints on better photography for county extension agents having inexpensive photographic equipment.

XXVI. WORLD SECURITY ORGANIZATION

Completed

- (1) Director's Weekly Letter, July 21, re:
 - (a) Great importance attached to Economic-Social Council.
- (2) Director's Weekly Letter, July 28, re:
 - (a) World affairs permanent project in Hawaii.
 - (b) Subject matter on international organization.
- (3) Women Discuss Problems in Building an Enduring Peace, with picture page feature in July Extension Service Review.

XXVII. MISCELLANEOUS

Completed

- (1) Prepared article entitled "What Makes a Good Demonstration" for September issue of National County Agent and Extension Review.

XXVII. MISCELLANEOUS

(cont'd)

- (2) Arranged for article by Secretary Anderson for August Extension Service Review.
- (3) Prepared monthly report to the Director of Budget and Finance.
- (4) Director's Weekly Letter, July 7, re:
 - (a) Secretary and Under Secretary take oath of office.
 - (b) WFA-USDA consolidation in progress.
 - (c) Bankhead-Flannagan funds and budget.
 - (d) Cecil Creel appointed dean in Nevada.
 - (e) J. L. sails (J. L. Boatman).
 - (f) Quarterly Beltsville trip.
 - (g) Extension in foreign lands.
 - (h) Education and living standards.
 - (i) Migratory workers, U. S. problem.
- (5) Director's Weekly Letter, July 14, re:
 - (a) Extension organization and policy meeting.
 - (b) County agents meet Secretary Anderson.
 - (c) Secretary Anderson and Extension.
 - (d) If I were a rural pastor.
 - (e) Conservation workshop in Rhode Island.
 - (f) Third reconversion report.
- (6) Director's Weekly Letter, July 21, re:
 - (a) Mrs. R. K. Bliss passes.
 - (b) Unexpended balances and quarterly reports on War Food funds.
 - (c) Bankhead-Flannagan Budget for 1946.
 - (d) Wartime summaries discontinued.
 - (e) Report on White House Rural Education Conference.
 - (f) Prospective fuel situation.
 - (g) EAC (Editor Advisory Committee) recommendations.
- (7) Director's Weekly Letter, July 28, re:
 - (a) Offset to Bankhead-Flannagan funds.
 - (b) An "Extension First" on Okinawa.
 - (c) As a practical businessman sees us.
 - (d) New York City gives agricultural scholarships.
 - (e) A significant trend in education.
- (8) Editors' Weekly Letter, July 3, re:
 - (a) Editorial Advisory Committee Reports.
 - (b) Farm editors receive plug on EAC meeting from McIntyre.
 - (c) Regional Ace meeting at Rapid City.
 - (d) Ackerman plays Cupid via Country Gentleman.
 - (e) Ohio has a look at missent mail.
- (9) Editors' Weekly Letter, July 10, re:
 - (a) Ohio boys moving West.

XXVII. MISCELLANEOUS
(cont'd)

Completed

- (10) Editors' Weekly Letter, July 17, re:
 - (a) EAC report released.
 - (b) Who Advises the Farm Advisor? (article in Western Dairy Journal).
 - (c) New faces (State extension staffs).
 - (d) The threat to American newspapers.
 - (e) Message From the Farm (Asheville Citizen editorial dealing with North Carolina 1944 annual report).
 - (f) Watch those questions (on public opinion polls).
- (11) Editors' Weekly Letter, July 24, re:
 - (a) Lafferty on what to do with a furlough.
- (12) Editors' Weekly Letter, July 31, re:
 - (a) Permission received to quote Anderson.
 - (b) Introducing Virginia Kirkpatrick.
 - (c) Advertising Reporter gives Extension a hand.
 - (d) M. L.'s article in Kiwanis Magazine.

In Preparation

- (1) Annual Report of Cooperative Extension Work, 1945.
- (2) Mailing list of selected individuals, organizations, and groups for dissemination of extension information.
- (3) Division conference clinic.
- (4) Plans for working out in cooperation with other divisions a report on the wartime accomplishments of the Cooperative Extension Service.

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